

TGM GROUP
ABN 11 125 568 461

Melbourne

765 Glenferrie Road
Hawthorn Vic 3122
PO Box 2304
Hawthorn 3122
Ph: (03) 8862 9333
Fax: (03) 9819 4909

Geelong

Level 1, 27-31 Myers Street
Geelong Vic 3220
PO Box 1137
Geelong 3220
Ph: (03) 5202 4600
Fax: (03) 5202 4691

Ballarat

1315 Sturt Street
Ballarat Vic 3350
PO Box 563W
Ballarat West 3350
Ph: (03) 5330 8888
Fax: (03) 5333 3815

Ballina

PO Box 775
Ballina NSW 2478
Ph: (02) 6687 4668

Chris Marshall:SFR:GP:003470-01

14 December 2009

City of Greater Geelong
14 DEC 2009
Myers Street

The Coordinator
Strategic Planning Implementation
City of Greater Geelong
P.O Box 104
GEELONG VIC 3220

DOC:

BOX:

Dear Sir,

RE: SUBMISSION ON BEHALF OF MULTIPLE LAND OWNERS IN RESPONSE TO PLANNING SCHEME AMENDMENT C198

I write on behalf of a number of landowners who own land generally located south of Windermere Road and west of Serendip Creek to seek an amendment to the Lara Structure Plan 2009 to rezone the subject site for future residential 1 zone.

The land is currently zoned for rural residential use and development however a significant number of owners have expressed interest to seek Council's agreement to permit the rezoning of the subject land to residential 1 zone.

The land is irregular in shape and ideally located for conventional residential use within approximately 1 kilometre from central business area of Lara, local schools and sporting facilities (refer to attached location map).

The land is also adjacent to residential land to the south and proposed residential land to the west and therefore provides an obvious opportunity for future residential 1 zone infill consistent with the current and proposed conventional residential land uses.

Background

Planning Scheme Amendment C198 updates the 2007 Lara Structure Plan and essentially encourages opportunities for residential and business growth in Lara. This is required to satisfy the need for residential lots (a similar strategy has also been employed for the Growth areas of Melbourne) to accommodate expected population growth into the future.

Prior to this Lara's growth has been largely defined and limited by the lack of available infrastructure and encumbered by environmental issues which restricted consideration of the development of additional conventional residential use.

Hence in the past rural living developments were favoured due to their low demand for services and low effect on environmental processes and at the time were appropriately located within close proximity of the town's centre.

Since that period with the advent of additional services and Lara's ideal location close to the primary road network between Melbourne and Geelong, Lara has logically been identified as a growth area for Geelong. Therefore land within close proximity to the Towns centre is now being considered for future conventional residential use to take advantage of the location and facilitate the development of a sustainable community.

In addition another key desirable sustainable outcome is to ensure the efficient use of developable land and consideration of infill areas for more intensive development whilst maintaining the rural landscape setting of Lara.

Although no additional rural living lots are proposed in Lara this use still constitutes approximately half of the residential land use (in area) which is predominantly located to the east of town. Also Lara is largely surrounded by rural holdings to the north, east and west which is understood will be maintained. Therefore the overall rural landscape setting both within and surrounding Lara remains a dominating feature of Lara.

Response to Clause 21.31 Lara

This draft policy has been updated largely (but not exclusively) to provide the necessary strategic policy support to facilitate the future residential and business development in Lara.

In response to this policy we submit the following rationale in support of the future residential subdivision of the subject site:

- The land is within the defined settlement boundary as illustrated in Map 4 (Structure of the Lara Structure Plan 2009) and accords with the stated strategy of Clause 21.31-2 to:

'Contain urban development within the defined settlement boundary generally in accordance with the Structure Plan Map in this Clause'

- The land provides an appropriate and orderly infill residential development consistent with Council's future planning for Lara.
- The land forms part of a contiguous precinct of residential 1 zone land which is currently located to the south and proposed to the west.
- The land is ideally located close to the central Lara Business district, schools and recreation reserves therefore providing easy walking and cycling access to all established private and public facilities of Lara. The strong reliance on the private motor car and lack of public transport in Lara is identified as key issue in Clause 21.31-1 therefore this proposal provides an appropriate response to this provision.

Rural Living Zone

- The rural living zone has been widely utilised as a buffer to rural land and generally is often located on town boundaries at the interface between farming zone and residential 1 zone some distance from the town centre.
- The rural living zone is also often implemented in areas capable of residential use and development however due to the lack of infrastructure and services is not suitable for conventional residential use.
- The rural living zone is also considered an inefficient use of developable residential land particularly land that can be serviced and can become a significant maintenance burden for owners due to the large lot size.

General Response

- In this case the subject land is within easy walking distance of central Lara and is bounded to the north by Windermere Road which provides a substantial physical buffer to the Serendip Sanctuary. The lands locality should now precipitate consideration of a more efficient residential land use.
- The land is also capable of being serviced which therefore reduces the environmental impact of on-site sewerage disposal on the adjoining waterways.
- It is understood that given the proximity to land zoned urban floodway zone that Council may have reservations to support this submission. However it has been demonstrated already in Lara that land subject to similar considerations have been appropriately planned and developed to address issues of stormwater management which have often improved stormwater quality and reduced the incidence of flooding.
- Also given the large number of rural living land to the east and the rural land use context surrounding Lara the future rezoning of this land to residential 1 zone will not diminish Lara's standing as a rural town.

In accordance with Council's vision for Lara we believe this submission accords with the overarching planning considerations for the future use and development of Lara. We also believe that this proposal provides a good example where land ideally located just to the north of central Lara can be rezoned and provide for the future sustainable growth of Lara.

Therefore we again request that the updated 2009 Lara Structure Plan be amended to identify this land parcel for future residential 1 zone land.

If you have any queries regarding this matter, please contact me on telephone 5202 4600 or e-mail chrism@tgmgroup.com.

Yours sincerely,

TGM GROUP PTY. LTD.



Chris Marshall
Planning Manager Geelong

Attachments – Land Owners In Support of Rezoning Map
Proposed Area Subject to Rezoning

PROPOSED AREA SUBJECT TO REZONING



Area proposed to be rezoned

